Historic, Archive Document

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CHOICE NEW PATENTED VARIETIES

10 plants or more of any variety earns a 10% discount on the total order.

Plus 3% Ohio Sales Tax

The varieties marked with an asterisk (*) are All-America Rose Selections, having received the highest score of all Roses tested in the official test gardens throughout the United States. Roses marked with a double asterisk (**) received an A.A.R.S. sectional award the year of their introduction.

Most varieties are available in pots after May 1 at an additional cost of 50c per plant.

Applause. Pat. 829. Deep rich pink, very double, fragrant blooms. Vigorous, well-branched plant, highly productive. Winner of the Bagatelle Gold Medal. \$1.75 each.
Apricot Queen.** Pat. 464. Gorgeous colors ranging from orange and apricot to rose and pink when in full bloom. Strong growth. \$1.35 each.
Blanche Mallerin. Pat. 594. Exquisite pure white, full double flowers on thrifty plants, with fine foliage. \$1.50 each.

full double flowers on thrifty plants, with fine foliage. \$1.50 each.

Bravo. Pat. applied for. Large bold, red rose, new for 1951. Brilliant even in hottest weather. \$2.00 each.

Butterscotch. Pat. 613. Long graceful buds and blooms, a delightful combination of yellow tones penciled with orange-buff. \$1.50 each.

Capistrano.* Pat. 922. Bright pink; does not fade. Very vigorous, upright growth; rich heavy fragrance. \$2.00 each.

Charlotte Armstrong.* Pat. 455. Long, pointed bud of blood-red, opening to solid rich cerise. Very

fine. \$1.50 each.

Countess Vandal. Pat. 38. Rich fragrance. Long-stemmed blooms of bright pink lightened with salmon. \$1.35 each.

Crimson Glory. Pat. 105. Free blooming. Large, urn-shaped buds opening to deep vivid crimson. Delightful fragrance. \$1.35 each.

Debonair. Pat. 677. Clear primrose-yellow. lightful old-Rose fragrance. Handsome, gdisease-resistant foliage. \$1.50 each. Handsome, glossy,

Eclipse. Pat. 172. Large, "stream-lined" buds of golden yellow. Prolific bloomer. An ideal Rose for cutting. \$1.35 each.

Enchantment. Pat. 737. Shell pink, yellow base. Flowers large and of good form, hold color well. \$2.00 each.

Forty-niner.* Pat. 792. Probably the most brilliant bicolor ever introduced. Outside of petals is rich chrome-yellow; inside face of petals is vivid Orient red changing to cherry-red. \$1.75 each.

Good News. Pat. 426. Fragrant, well-formed flower of delicate pink and apricot. Vigorous, well-shaped plant; prolific bloomer. \$1.50 each.

Grande Duchesse Charlotte. Pat. 774. Beautiful long, pointed buds of a unique deep rose shade that opens into gorgeous blooms of dusty rose. \$1.50 each.

Hill Top. Pat. 525. Bud long-pointed, light coral-pink. Long stems, excellent for cutting. Well-branched, upright plants. Free bloomer. \$1.50 each.

branched, upright plants. Free bloomer. \$1.20 each.

Juno. Pat. 895. Full, high-centered, double bloom, rose to pink. Moderate, upright, bushy growth. Leathery, glossy foliage. \$1.75 each.

Katherine T. Marshall. Pat. 607. Magnificent buds and half-open flower of warm clear pink. Heavy textured and long-lasting. \$1.35 each.

Lowell Thomas.* Pat. 595. All-America Rose Salestics. Winner for 1944. One of the best clear

Lowell Thomas.* Pat. 595. All-America Rose Selection Winner for 1944. One of the best clear canary-yellow. \$1.50 each.

McGredy's Sunset. Pat. 317. Unusually fragrant, orange-saffron flower, sprinkled with orange and scarlet. Strong growth. \$1.35 each.

Mirandy.* Pat. 632. Long, red buds opening to large, double, maroon-red flowers. Prolific grower with lasting qualities and rare fragrance. \$1.50 each.

Mission Bells.* Pat. 923. High-centered, salmon-pink bloom; long-pointed bud, fragrant. Profuse, continuous bloomer. \$2.00 each.

New Yorker. Pat. 823. Velvety scarlet petals, large high-centered blooms. Moderate fragrance. Bushy, vigorous growth; abundant bloomer. \$2.00 each.

Nocturne.* Pat. 713. Long-stemmed buds in varying shades of cardinal-red; sweetly fragrant. An all-round favorite. \$1.50 each.

Peace.* Pat. 591. Words are inadequate to express the exquisite qualities of this All-America Selection of 1946. Large, long-lasting blooms in a veritable rainbow of pastel glory, ranging from yellow and pink-edged buds to gold, cream, cerise and rose. \$2.00

Rex Anderson. Pat. 335. Exhibition Rose of lovely ivory-white. Its perfect form, large size and artistic style recommend it for show purposes. \$1.50 each.

Rubaiyat.* Pat. 758. Classic, long buds of vivid red, opening to deep, sparkling crimson, with petals of more delicate hue. Unchallenged winner of 1947 All-America Rose Trials. \$1.50 each.

San Fernando.* Pat. 785. 1948 All-America Award Winner. Delightfully fragrant rose of brilliant nonfading red. Grows vigorously and blooms well. \$1.50 each.

\$1.50 each.

Saturnia. Pat. 349. Petals of rich cardinal-red, salmon-yellow and copper. A bewitching aroma, a burst of color, a "must" for any garden! \$1.50 each.

Show Girl. Pat. 646. Amazingly long, lovely pink buds, opening to solid phlox-pink petals with silver veins. \$1.50 each.

Sutter's Gold.* Pat. 885. Long-pointed, yellow buds, veined with orange and red. Winner of the Gold Medal at International Bagatelle Contest, Paris. \$2.00 each.

Taffeta.* Pat. 716. Lovely changeable color combinations from rose-pink, salmon or apricot to rich begonia-rose in the open flower. \$1.50 each.
Tallyho.* Pat. 828. Mildly contrasting shades of pink to cardinal-red according to the season. \$1.75 each.

ROSES FOR SPRING, 1951

TIME-TESTED VARIETIES SUITED TO THIS CLIMATE

Red Varieties

Christopher Stone. Rich scarlet that holds from bud stage until petals fall. Intense Damask fragrance.

Etoile de Hollande. First introduced in 1925. Still the standard by which other red Roses are judged. Especially fine fragrance.

Red Radiance. Light crimson-red or deep pink. Round buds and flowers. Very vigorous grower.

Pink Varieties

Editor McFarland. One of the best clear rose-pink Hybrid Teas. Upright, vigorous plant and good foliage.

Picture. Warm pink with undertones of salmon. The bud is truly a picture. One of the best pinks

Radiance. Soft pink, rounded flowers with lighter shades on reverse. Dependable everywhere.

The Doctor. An outstanding new Rose. Long-pointed buds, expanding to enormous blooms of exquisite silvery pink. Intense fragrance.

HYBRID TEA VARIETIES LISTED BY COLOR FOR YOUR CONVENIENCE. \$1.25 each

10 or More Plants 10% Discount

After May 1 all Varieties are available in Pots at 50c additional per Plant.

Add 3% Ohio Sales Tax

Yellow Varieties

McGredy's Yellow. Unfading canary-yellow, excellent in form of bud and flower. Rich foliage.

Shining Star. Long pointed bud, opening to large, vivid unfading chrome-yellow with fruity fragrance. Foliage dark and leathery.

Sister Therese. Long-stemmed flowers of rich yellow, marked with carmine on outside of petals.

White Varieties

K. A. Viktoria. Creamy long-pointed buds, opening to pure white petals with tint of lemon in center of flower.

McGredy's Ivory. Very large, creamy white merging to yellow at the base. Vigorous plant, disease resistant.

Orange and Bicolor Varieties

Condesa de Sastago. Cupped flowers of fiery copper inside and rich gold on the reverse. Vigorous, healthy

plants.

Mme. Jos. Perraud. Long, slender buds of nastur tium-orange, opening to sweetly fragrant flowers of nasturtium-buff.

Mrs. Sam McCredy. Orange-salmon, changing to

copper as the blooms mature. Branching plants with red canes and bronze foliage.

President Herbert Hoover. Large flowers of flaming

scarlet and yellow in the bud, opening to soft creamy yellow streaked with scarlet. Unusually tall growth;

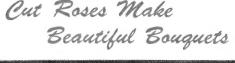
free blooming.

Talisman. Variable flowers ranging from rich scarlet and gold to deep rose and pale yellow.

Cut Roses Make Beautiful Bouquets



BLAZE, EVERBLOOMING CLIMBER





NEW DAWN, EVERBLOOMING CLIMBER



© KATHERINE T. MARSHALL.



ECLIPSE. Pat. 172

Beautiful ROSES to Plant in Your Garden!





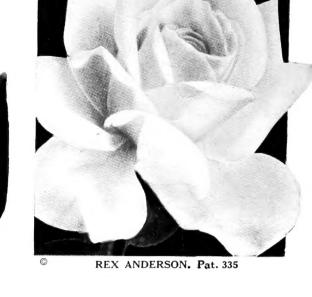
One each of the 12 Hybrid Tea Roses pictured on this page, Value \$18.80 for \$16.50 plus Ohio Sales Tax 50c

Total \$17.00



Peace. Pat. 591. Here is the Rose that has been winning prizes all across the country, as well as abroad, for the past few seasons. It is the first Rose to be awarded the National Gold Medal of the American Rose Society and is rated highest by Rose Society members. Plant Peace, and you will agree that it is Queen of the Garden. Its enormous, beautiful blooms pass through a constantly changing range of pastel tones, each day seemingly more lovely than the last. And what is of interest to home gardeners is the fact that the plant is rust as good as the bloom—sturdy, disease resistant, and bearing very leathery, dark green foliage on thick canes. \$2.00 each.

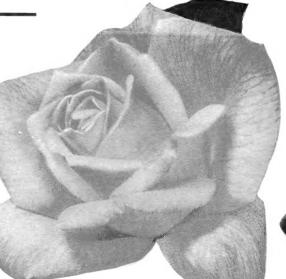






MIRANDY, Pat. 632









CRIMSON GLORY.

Our roses are trimmed ready for planting and individually labeled. Planting should be done only when the soil is in loose

One of the most important things to do is bank the soil six to eight inches high, in a cone shape, around each plant until the growth starts. Then gradually work this soil down to the level

Our plants are guaranteed, and those failing to grow will be eplaced providing they are returned to us with the original label attached and providing they are planted promptly on arrival and given good care.



CHARLOTTE

4400 Reading Road CINCINNATI 29. OHIO Telephone: JEHerson 1375-6-7

Garden Store Montgomery Road KENWOOD, OHIO



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FLORIBUNDA ROSES FOR ALL-SUMMER BLOOM

\$1.25 each, except where noted; 10 or more at 10% discount. After May 1, all varieties are available in pots at 50c additional per Plant.

Betty Prior. Pat. 340. Large, single flowers, dark carmine outside and soft shell-pink inside. \$1.25 each.

Cecile Brunner. The well-known "Sweetheart Rose." Graceful little buds and flowers of soft pink. \$1.25 each.

Dagmar Spaeth. Very vigorous plants. Flowers are alabaster-white flushed pink, fading to pure white. Large for a floribunda. \$1.25 each.

Donald Prior. Pat. 377. Immense clusters of deep red flowers with Damask perfume. Grows 30 to 36 inches in height. \$1.35 each.

Fashion. Pat. 789. Coral-pink miniature Hybrid-Tea-like flowers on a bushy plant. Received the only Gold Medal at the London Flower Show. \$2.00 each. Floradora. A magic new color in Roses, attracting universal attention—bright cinnabar-red. Upright plants with glossy, coppery green, holly-like foliage. \$1.25 each.

Goldilocks. Pat. 672. The first really yellow Floribunda. Buds are rich gold, opening slowly to clear yellow blooms 3 inches across. Spreading plants reaching 2½ feet in height. \$1.50 each.

Improved Lafayette. Tall-growing plants producing great quantities of vivid crimson flowers. Larger than most Floribundas. Blooms continuously till freezing weather. \$1.25 each.

Nigger Boy. Very double, blackish maroon flower. Highly fragrant. Thick, bronzy foliage. \$1.25 each. Pink Bountiful. Pat. 601. Large, delicate soft pink flowers on erect stems resembling miniature Hybrid Teas. Excellent for cutting. \$1.35 each.

Pink Gruss an Aachen. Bushy spreading plant about 18 inches tall, with lovely fully-double blooms of exquisite orchid pink. \$1.25 each.

Pinocchio. Pat. 484. Salmon-pink flushed with gold at base. Healthy plants to 24 inches. \$1.25 each.

Red Pinocchio. Pat. 812. Rich carmine flowers borne in large clusters. Long lasting and does not fade. \$1.50 each.

World's Fair. Pat. 362. Clusters of velvety rich scarlet flowers which become dark maroon in the fall. Height of plant, 30 inches. \$1.25 each.

Add 3% Ohio Sales 7ax



FLORIBUNDA ROSE, IMPROVED LAFAYETTE

CLIMBING ROSES

PATENTED CLIMBING ROSES

Blaze. Scarlet-red flowers like Paul's Scarlet Climber, with repeat-blooming habits. \$1.50 each.

City of York. New hardy climber, 3-inch snow-white flowers, very fragrant, with some recurrent bloom during summer and fall. \$1.25 each.

Climbing Crimson Glory. Pat. 736. The rich color, perfect form, and fragrance of the Hybrid Tea, reproduced on a strong climber. Deep velvety crimson. \$2.00 cach.

Climbing Peace. Pat. 932. The same perfect buds slowly opening into large fully double flowers. Gold changes to canary, then lightens to creamy ivory with a touch of pink. \$2.00 each.

Dr. J. H. Nicolas. Pat. 457. Large, long-lasting, deep pink blooms with rich fragrance. Recurrent bloomer that improves with age. \$1.50 each.

Golden Climber (Mrs. A. C. James). The supreme yellow rose. Fragrant; ideal for picking; very long stiff stems, \$1,50 each.

STANDARD VARIETIES

\$1.25 each, except where noted; 10 or more at 10 % discount Potted plants, 50c additional.

Climbing Talisman. A climbing form of the popular everblooming Talisman. Colors range from rich scarlet and gold to deep rose and pale yellow.

Dr. W. Van Fleet. Large, flesh-pink blooms on a sturdy, fast-growing plant.

Mary Wallace. Brilliant, warm rose-pink, darker than Dr. W. Van Fleet.

New Dawn. Delicate, soft pink Hybrid Tea blooms on long stems, recurring throughout the summer. \$1.25 each.

Paul's Scarlet Climber. Popular bright scarlet climber. A long-time favorite.



Main Office
4400 READING ROAD, Cincinnati 29, Ohio
Telephone: JEfferson 1375-6-7

CLOSED SUNDAYS

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OPEN DAILY AND SUNDAYS